

## Solarize Upton

A Town endorsed Solarize Program uses grass roots marketing and volume purchasing power, to bring affordable solar PV to all homeowners. This is accomplished by the Town endorsing a single solar installer to offer tiered pricing and free solar site assessments, as well as encouraging residents to spread the word amongst their neighbors and social circles within the Town.

- Very little is needed from the Town, an endorsement and use of Public space for presentations is all that is requested.
- Choosing a single installer insures all residents are receiving a fair price.
- With SolarFlair pricing, residents in Upton can expect a return on their investment in just 4-5 years.
- As a Green Community, the Town is reducing their energy consumption, a Solarize program endorsed by the Town provides this same opportunity to residents.
- When 400+ kW is reached, SolarFlair will donate an \$18,000 solar system to an Upton non-profit. SolarFlair has reached this milestone in 4 different communities throughout Massachusetts.

## Pricing

PPA Incentive is for homeowners that decide not to purchase their system outright. Once the program reaches Tier 5, the PPA customer would receive a check from SolarFlair in the amount of \$2,750. This ensures all residents receive a benefit from the program.

|                        | Tier 1<br>1kW-25kW | Tier 2<br>>25kW-<br>50kW | Tier 3<br>>50kW-<br>100kW | Tier 4<br>>100kW-<br>200kW | Tier 5<br>>200kW |
|------------------------|--------------------|--------------------------|---------------------------|----------------------------|------------------|
| Purchased Price (\$/W) | \$3.55             | \$3.43                   | \$3.31                    | \$3.19                     | \$3.08           |
| PPA incentive          | \$0                | \$500                    | \$500                     | \$750                      | \$1,000          |

Based on a 6 kW Average

**5 Homes**

**9 Homes**

**17 Homes**

**34 Homes**

- In 2014 the Massachusetts Clean Energy Center stated the average cost per watt in MA was \$4.92 per watt. SolarFlair's Tier 5 pricing is more than a 35% savings for Upton residents.
- In the last two years, we have reached Tier 5 pricing in every community that selected SolarFlair as their primary installer.

## Financing

The MA Solar Loan program was recently released, and SolarFlair is an approved installer. This program provides loan options for homeowners with rates starting at 3.25% and dependent on individual financial situations, could be lower.

SolarFlair has also partnered with Sungage Financial, a solar specific lending company based out of Boston and backed by DCU. This is a FICO based loan and has become very popular due to the ease of applying, where a credit application and decision can be processed within 5 minutes.

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